

MORNING RADIO PROGRAMMES

WHAT ARE YOUR PREFERENCES?

Here's your chance to show what type of radio entertainment you would like best round morning tea-time. Make use of it . . . for your own benefit. Complete the questionnaire below and mail now. No need to sign your name or give your address. Your opinions and programme preferences only are wanted.

COMPLETE THIS FORM AND POST TO-DAY
TO RADIO RESEARCH BUREAU, P.O. BOX 1550 WELLINGTON, C.I.

- 1** Against those of the following programmes which you listen to regularly, put an "R"; against those you listen to only occasionally, put an "O."

PREFERENCE

"FOR RICHER, FOR POORER"	_____	_____
"MA PERKINS"	_____	_____
"CAVALCADE OF DRAMA"	_____	_____
"JUDY AND JANE"	_____	_____
"HOUSEWIVES' QUIZ"	_____	_____

- 2** Show your preference by numbering them from 1 to 5.

- 3** For your morning session, what entertainment do you prefer? (Number from 1 to 6).

(a) SERIALS: DRAMATIC.	_____
(b) SERIALS: SENTIMENTAL.	_____
(c) QUIZ SESSIONS.	_____
(d) SHORT STORIES.	_____
(e) STORIES OF FAMOUS PEOPLE.	_____
(f) MUSIC.	_____